



## **Title of Request for Bid: Public Relations & Marketing Initiative for the Community Leadership Academy**

Date of Release: TBD

### **Background & Purpose of Bid**

The Arizona Developmental Disabilities Planning Council (ADDPC) is fully federally funded and charged with advocacy, capacity building, and systemic change activities that promote inclusion of people with developmental disabilities (DD) across the lifespan. Council members are appointed by the Governor and make all funding decisions on which programs to support. A key goal area for ADDPC is self-advocacy, in which we work diligently to establish, strengthen, and expand activities that promote self-determination among people with DD.

The DD population faces large socioeconomic disparities and persistent barriers to community inclusion. To overcome the significant policy barriers the population faces, the formation of more voices of leaders with disabilities will increase opportunities for them to be included in all phases of policy-making. For the first time, several organizations in the state have simultaneously identified teaching self-advocacy and leadership skills as a high priority and focus for their work. This focus is accompanied by a significant investment of funds by these organizations to provide specific classes and trainings, leadership opportunities and long-term peer support and mentoring across the state. These organizations include the Arizona Statewide Independent Living Council, multiple centers for independent living, Southwest Institute for Families and Children, and the Office of Children with Special Health Care Needs.

As part of its focus on expanding opportunities to strengthen self-advocacy and leadership training, ADDPC is supporting these community leadership academy trainings conducted throughout the state over the next two years to fill the substantial gap in leadership among people with disabilities. These trainings teach people with disabilities about their rights, resources, and what they can do to become leaders in their community. But the network of collaborators, including ADDPC, needs assistance getting information out about this program to increase recruitment. We want to ensure everyone

who wants to be a leader and attend this training can do so by initiating a public relations and marketing campaign.

### **Key Campaign Activities Needed**

We are requesting an organization to develop, execute, and continuously evaluate the effectiveness of a campaign plan, refining the plan where necessary. Activities included in the campaign plan should include use of social media, website promotion, press releases and outreach to print, radio and television media, presentations and other avenues for achieving objectives. The targeted population for these trainings shall be culturally diverse so media methods that attract these audiences should also be included in the plan. In addition, metrics should be included throughout the campaign to ensure successful outreach. Because this is a statewide effort, activities conducted should be statewide.

The following list of activities should be included in marketing efforts:

- Highlight the lack of representation of people with disabilities in leadership roles and the need for people with disabilities to improve self-advocacy skills;
- Promote the programs and activities of the organizations addressing this issue;
- increase awareness in the disability and service provider community of these programs;
- Recruit people with disabilities who potentially would participate in these training opportunities;
- And promote availability of trained and highly qualified leaders to government and nonprofit organizations with the intent of securing leadership opportunities for program participants after the training is completed.

### **Scope of Work**

To submit a bid for this project, please complete the following sections and submit to [mcrane@azdes.gov](mailto:mcrane@azdes.gov)

#### **Section 1: Name of Firm and Key Contact Information**

Name of Organization Replying to Request for Bid:

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature of Person Authorized to Submit Bid: \_\_\_\_\_

Section 2: Briefly describe organizational capacity to conduct this type of work.

Section 3: Provide the name of key contact and marketing team, educational background, length of time with organization, and current title at organization. Attach current resumes or CVs of each team member involved in carrying out the marketing/public relations plan.

Section 4: Provide up to two current references. Include contact information, and briefly describe the type of campaign conducted, for whom was the campaign conducted, and when the campaign was completed.

Section 5: Provide total all-inclusive cost to conduct bid. Calculate total hours to complete work x hourly rate. What are the total hours to be devoted to the campaign on a weekly basis? Will any work be subcontracted?

NO\_\_\_\_\_ or YES\_\_\_\_\_ If Yes, provide contact information and their costs related to this Bid.